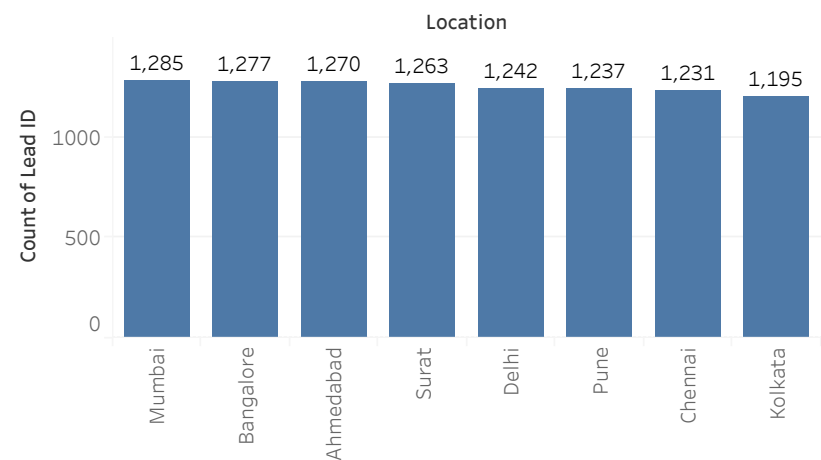
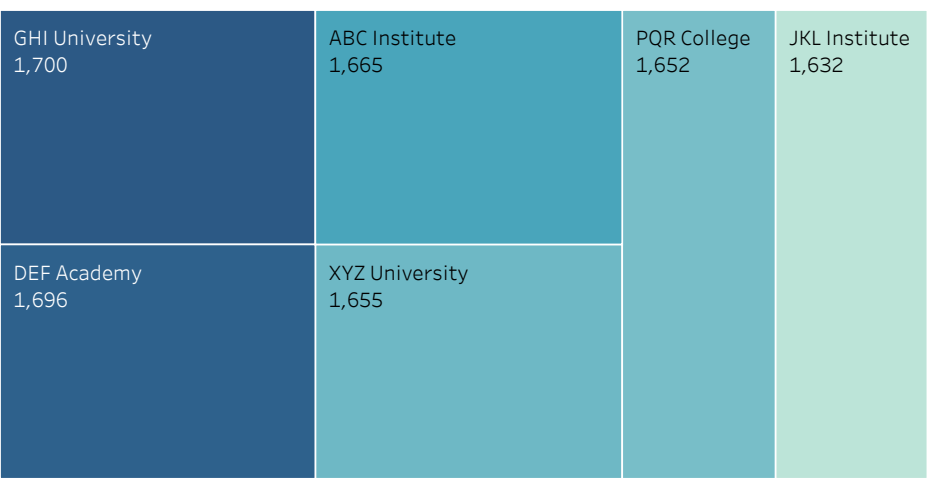


# Perform Demographic Analysis

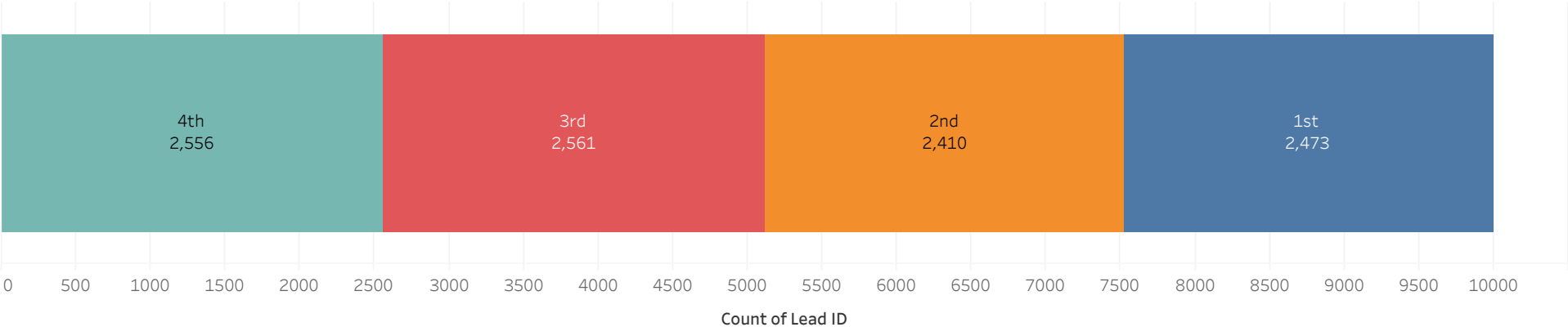
Total Leads vs Location



Total Leads vs College

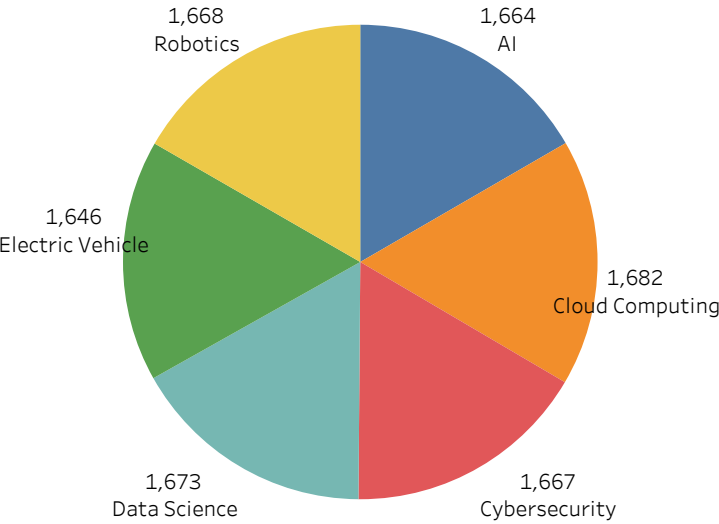


Total Leads vs Year of Study

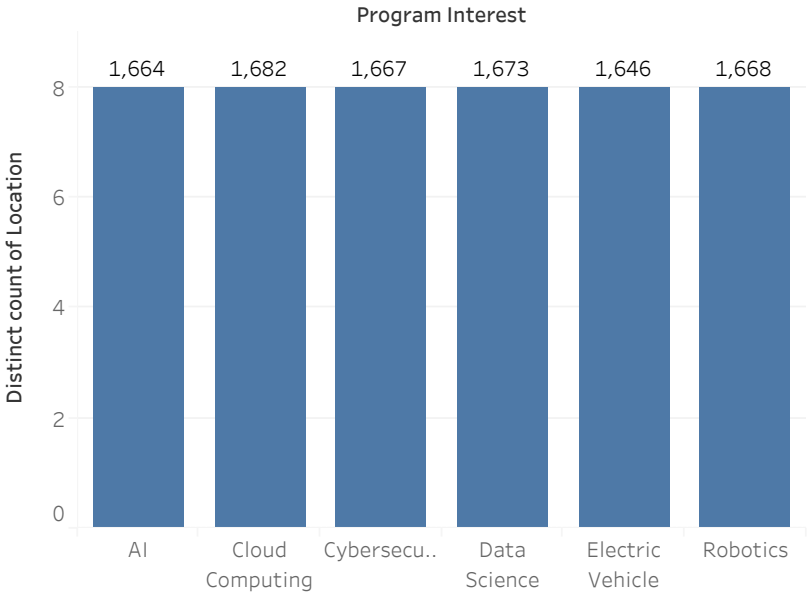


# Program Analysis

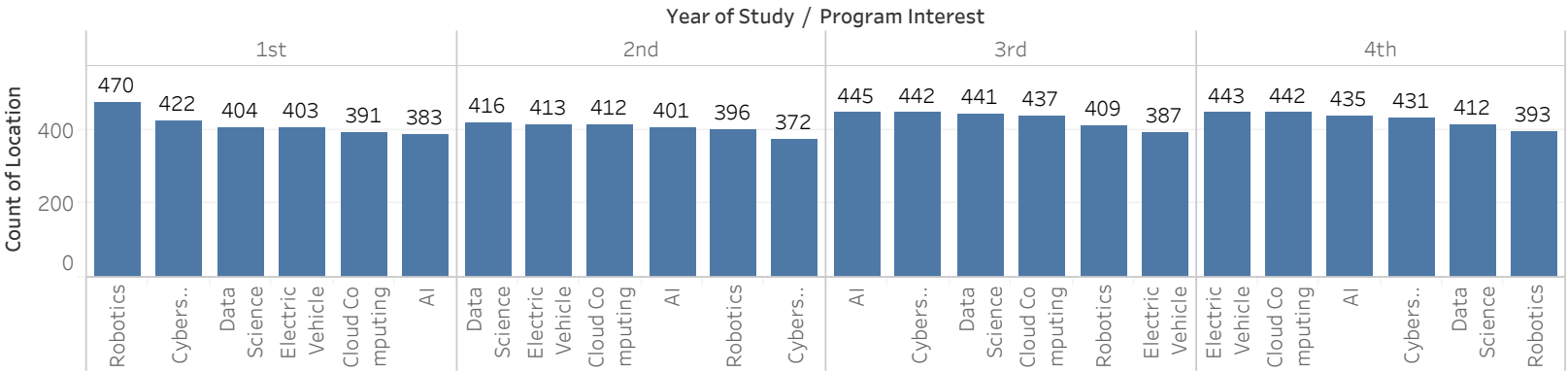
### Total Leads vs Program Intrest



### Location vs Program Intrest

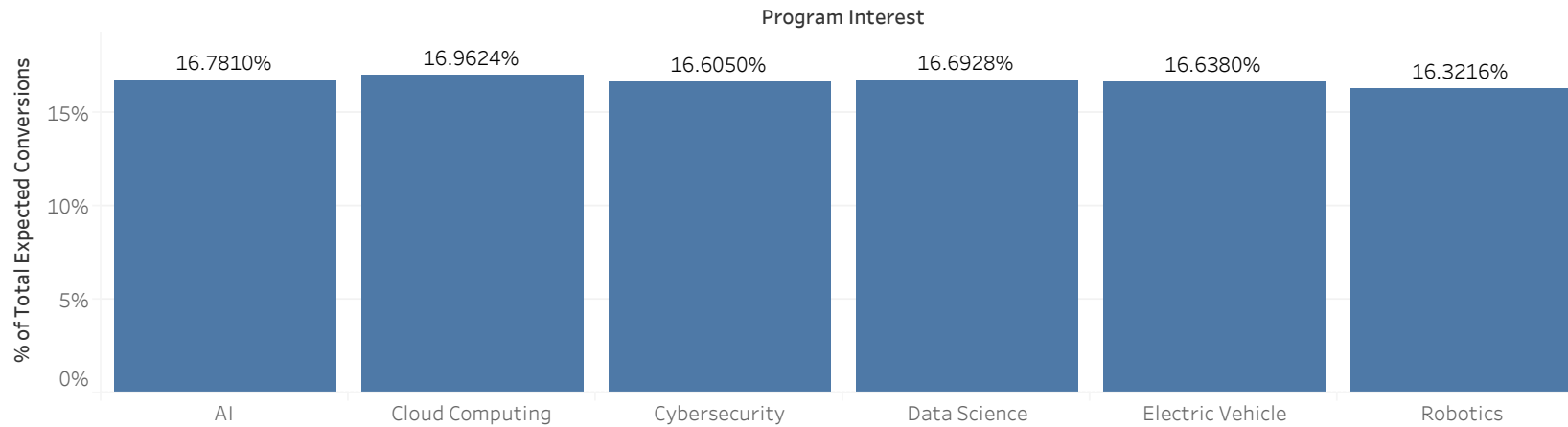


### Location vs Year wise Program Intrest

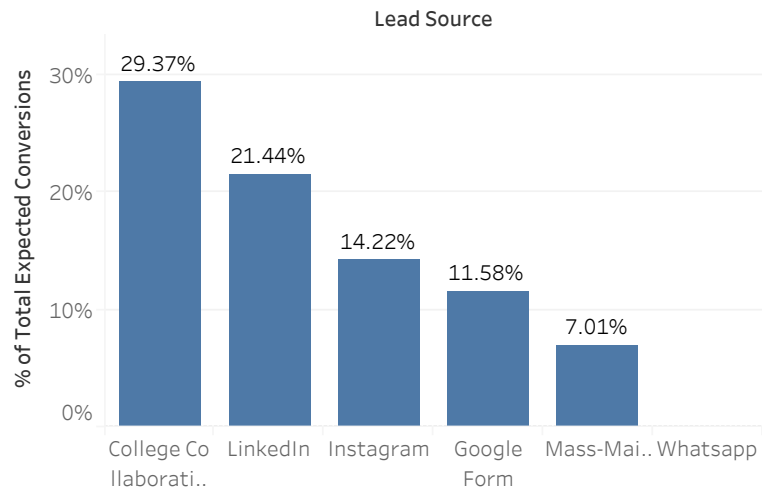


# Projections and Predictions

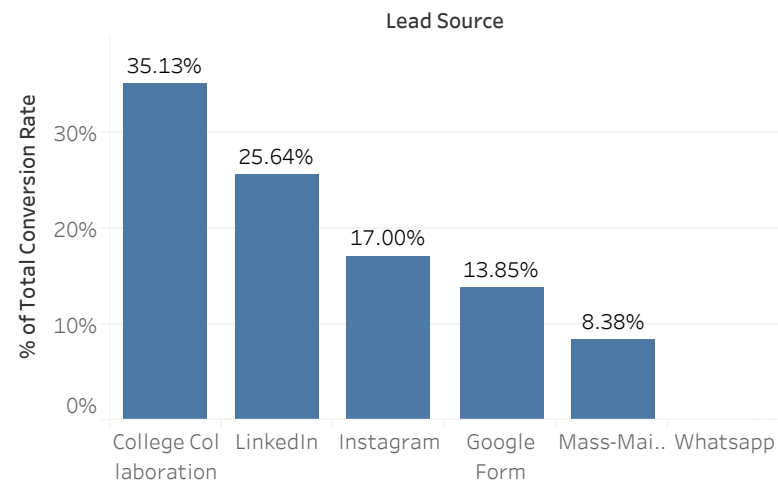
## Program Intrest vs Expected Conversions



## Expected Conversion Vs Lead Source



## Conversion Rate vs Lead Source



# Analysis and Recommendations

## 1. Demographic Trends

- **Locations:**

Cities like **Mumbai, Bangalore, and Ahmedabad** generate the most leads, while **Kolkata** has fewer leads.

**Recommendation:** Focus more on top-performing cities and run awareness campaigns in cities with fewer leads.

- **Colleges:**

Colleges such as **GHI University** and **DEF Academy** contribute the most leads.

**Recommendation:** Strengthen partnerships with these colleges and explore collaborations with mid-tier colleges to expand reach.

- **Year of Study:**

Most leads come from **3rd and 4th-year students**, followed by 2nd-year students.

**Recommendation:** Focus campaigns on 2nd and 3rd-year students for higher engagement and long-term enrollment potential.

## 2. Program Preferences

- Programs like **Cloud Computing, Data Science, and Robotics** are the most popular. Interest in **Electric Vehicles** and **Cybersecurity** is slightly lower.

**Recommendation:**

- Promote **Cloud Computing** and **Data Science** widely.
- For **Electric Vehicles** and **Robotics**, target niche audiences in smaller cities or technical colleges.

## 3. Lead Source Efficiency

- **College Collaborations** and **LinkedIn** are the most effective lead sources, with high conversion rates (35% and 25%, respectively).

- **Mass-Mailing** and **Google Forms** show the lowest conversion rates.

**Recommendation:**

- Focus on **College Collaborations** and **LinkedIn**, allocating most of the budget to these channels.
- Improve strategies for **Instagram** and experiment with better targeting for low-performing sources like **Mass-Mailing**.

### **Budget Allocation Plan**

- **50%:** To **College Collaborations** and **LinkedIn**, as they yield the highest results.
- **30%:** To **Instagram**, which has potential but needs optimized targeting.
- **20%:** To campaigns targeting smaller cities and niche programs like Robotics and Electric Vehicles.

### **Conclusion**

To maximize impact, target the top-performing cities, colleges, and programs, while strengthening efforts in underperforming areas and channels. This strategy will ensure efficient use of resources and higher lead conversion rates.

### **1. Why do you think you are a good fit for this internship?**

I believe I am a great fit for this internship due to my current role as a Data Analyst at Versatile Prime Infosoft Pvt Ltd. I have gained valuable experience in data analysis while working remotely, which has helped me develop strong problem-solving skills and the ability to work independently. My enthusiasm for learning new skills and my ability to adapt quickly make me eager to take on new challenges. I am confident that my background in data analysis and my drive to contribute to your organization will allow me to be a valuable addition to your team.

### **2. What specific skills or experiences make you confident about excelling in this role?**

My experience as a Data Analyst has equipped me with a strong foundation in various data analysis tools and techniques. I am proficient in Python, Excel, Power BI, Tableau, and SQL, which I use to analyze, visualize, and present data effectively. These technical skills, combined with my attention to detail and ability to draw meaningful insights from data, give me the confidence to excel in the role. Moreover, working remotely has strengthened my time management, communication, and collaboration skills, which are essential for success in this internship.

### **3. Are you currently based in Ahmedabad? If not, are you willing to relocate for this in-office internship?**

I am currently based in Indore, working remotely as a Data Analyst. However, I am fully prepared to relocate to Ahmedabad for this in-office internship. I understand the importance of being physically present to collaborate effectively with the team and to make the most of the experience. I am ready to take the necessary steps to move to Ahmedabad and contribute to the organization in any way I can.